

city college news

A Bulletin For And By George Brown Employees

College plans to restructure communications

A number of initiatives have begun or are underway to improve communications at George Brown. The changes are meant to affect not only the College community but also the many people and organizations who are not connected to George Brown.

President Frank Sorochinsky, the lead for the current activities in this area, reports that, "The Management Committee will ensure that regular meetings will take place between senior management, staff and students. Committee members are developing individual plans that will allow for informal contact—rather than more formal, structured meetings."

And how will this sort of meeting format be beneficial? Sorochinsky describes them in the following way: "Sitting in on classes, joining regularly scheduled staff meetings and making informal visits to various areas and campuses. This will allow Management Committee to hear the ideas, suggestions and concerns of staff and students, and also experience some of the day-to-day workings of various departments and faculties."

Other activities that have already started include publishing *City College News* twice per month—which began in January, 2000; sending weekly e-mail Change Project bulletins—which began on March 13; and recruiting for a Communications Director who will be reporting directly to the President. According to Sorochinsky, "The search is underway."

The new Director will be starting at the College this April and will be taking the lead in conducting a communications audit and also developing a comprehensive communications plan, which will be implemented beginning in July, 2000.

The objective of the communications component of the Action Plan—item 12 ("Communications")—is, "To ensure effective communications with all members of the College community and its external partners."

For more information about the Action Plan, (which includes 14 Actions in total) or to get a hard copy, call Jacqueline MacNeil, Administrative Assistant to the President, at ext. 4472.



Viva fiesta! Sport and Event Marketing students (from left) Greg Gallo, Lyndon Lichty, Ryan Cohen and Taranta Lo ham it up to advertize the Fiesta Fantastica evening they're presenting in co-operation with the George Brown College Foundation. To be held on March 30 to raise money for student entrance awards, the evening will feature a Spanish tapas buffet, Flamenco dance floor show, Latin dance instruction for novices, and a silent auction. Money raised will be matched by the provincial government. For more information about Fiesta Fantastica call ext. 2054.

President appointed new five-year term

George Brown's Board of Governors has re-appointed president Frank Sorochinsky for a second, five-year term, and the College's senior management structure has been changed. In a March 1 letter to staff, Board chair Michael Lecky praised Sorochinsky's leadership of George Brown over the past four years.

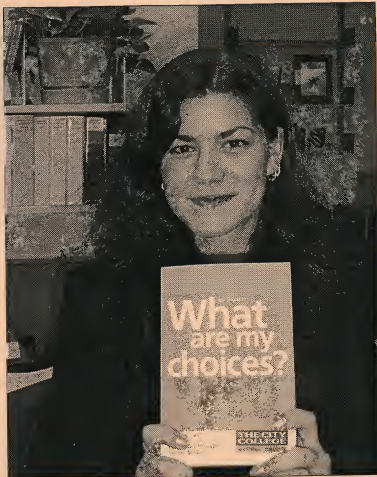
"Frank has led the College through the most challenging time in its 32-year history. George Brown has regained its financial

strength and is now positioned to be a major force in post-secondary education and training in Ontario," according to Lecky.

Lecky's letter was accompanied by a memo to staff from Sorochinsky in which he announced several changes to the College's senior management reporting structure. Former Community Service and Health Sciences Dean Michael Cooke was appointed to a new position—

You have a voice in City College News! Your comments are welcomed

City College News will publish letters submitted by George Brown staff and students. The submissions should be relatively brief (maximum 200 words) and should concern topics of widespread interest to the College community. Submissions may be edited for length, style and grammar. *City College News* reserves the right to choose the submissions it publishes. Submissions should be sent by e-mail to nmcgilli@gbrownc.on.ca. Otherwise they can be faxed to (416) 415-2303 or delivered to the Communications and Marketing Department in Room 542E, 200 King St. E. (St. James Campus).



Cheryl Dunn of the Centre for Continuous Learning proudly displays the hot-off-the-press Spring/Summer Continuing Education Course Guide. The cover asks the question: What are my choices? Inside, the public will find hundreds of courses starting in April, May, June and July. New courses include microelectronics manufacturing, catering, jams and jellies, theatrical millinery, conflict management, investing, and much more.

Health Sciences graduates snapped up by employers

Desperately seeking George Brown health science graduates. That's the message employers are sending out as they snap up nearly all graduates the College can produce in health related programs.

A whopping eight out of 14 health science programs had 100 per cent graduate employment, according to the College's latest graduate employment report. In fact, George Brown's graduate employment rate for health sciences—at 94 per cent—topped the provincial average for all

Ontario colleges by more than two per cent.

The report had more good news for health science students. Not only did graduates have more luck in finding jobs related to their studies—70 per cent versus the 56 per cent College average—they also make more money.

Health sciences graduates reported earning an average starting salary of \$31,600, which is \$4,000 more than the College average; Dental Hygiene graduates earning the highest salaries in the group, at almost \$49,000.

The success of health sciences and community services program graduates in the job market helped lift the College's graduate employment rate close to the provincial average. Overall, George Brown's graduate employment rate for all programs was 88 per cent. The Ontario average for all colleges was 88.8 per cent.

The report, which can be found on the College's Web site under Student Affairs at www.gbrownc.on.ca, was based on a survey of graduates between June 1, 1997 and May 31, 1998.

During that period, 3,038 students graduated from George Brown full-time programs, of which 1,725 participated in the survey.

From that group, 79 per cent were in the labour force, either employed or looking for work. Of the graduates in the labour force, 88 per cent were employed, 72 per cent had full-time jobs, and 56 per cent had jobs related to their studies at the College. The average annual salary for a graduate was \$27,368.

The George Brown Joint Steering Committee for Professional Development

—by *Leo Spindel, Manager,
Staff Resource Centre*

If you said, "I never heard of it," I wouldn't be surprised. Yet you're probably familiar with this committee's initiatives.

First things first. The Joint Steering Committee was established over two years ago to assist in the development of College-wide goals for professional development at George Brown College. In so doing, the committee also developed and gained approval for a series of guidelines that established general principles for professional development across the College.

Essentially, Professional Development Guidelines emerged from the College's strategic direction, "to ensure that all our programs would be supported by high-quality educators and trainers, and reflective of the broad-based employment and

societal needs of a large, diverse urban centre." The document further examines professional development by identifying the mandate of the Staff Resource Centre and individual college departments in relation to professional development support and accountability. For a copy of the document, call Linda Purser at ext. 4661, or email: lpurser@gbrownc.on.ca.

More recently (spring 1999), the College's Joint Steering Committee for Professional Development recommended and gained approval for the Tuition Assistance Plan. The first of its kind among all Ontario community colleges, the plan provides tuition reimbursement for full-time George Brown staff pursuing a post-secondary certificate, diploma or degree at a recognized college or university. Successful applicants to the

Tuition Assistance Plan will have their tuition paid for by the College to a maximum of \$5,000. For more details, contact Linda Purser in the Staff Resource Centre at ext. 4661 or email: lpurser@gbrownc.on.ca.

The Joint Steering Committee for Professional Development, which includes membership from the three College employee groups, meets twice to three times a year and is largely an advocacy group for professional development. The committee also entertains suggestions from College staff. Because professional development funding is decentralized at George Brown, the Committee is not directly involved in local departmental/divisional professional development committees, but will provide advice on request. The guidelines established by the Committee are intended to assist

divisions/departments in their professional development deliberations and decisions.

In summary, although not highly visible, the Joint Steering Committee for Professional Development has significantly impacted the College community through its initiatives. Currently, the Committee is examining issues around professional development evaluation. You are welcome to contact any member of the committee with your suggestions.

The members of the Joint Steering Committee for Professional Development are: Jojo Hoy, Community Services and Health Sciences (CSHS); Leah Tennant, CSHS Bruce Schumacher, CSHS; Christine Parsonage, Business and Creative Arts (BCA) Michael Maynard, BCA; Nancy Sherman, International Centre; Leo Spindel, Staff Resource Centre.

Hospitality, Graphic Communications and Continuous Learning introduce new programs

Recently approved, there will be two full-time programs and one Continuous Learning program set to start this year. As well, the Faculty of Business and Creative Arts has restructured one program and made a major change in the curriculum format for the School of Graphic Communications.

New programs: Electro-Mechanical Technician (CD-ROM)—the Centre for Continuous Learning has recently launched this new alternative delivery certificate program. Consisting of 24 courses, the program includes text, video, animations, computer-based testing and a laboratory simulation. All the

courses, including lab projects, are completed at home using a personal computer with a CD-ROM drive. Typical completion time for the Centre's alternative delivery certificate programs is 34 weeks. Graduates will be able to install and test equipment, advise on its maintenance and provide solutions to technical problems related to control systems in general. Course credits earned in this program will also count toward the College's Electronic Engineering Technology Diploma program. For more information, call ext. 4726, or visit the Web site: www.etcoursecom.

Exposition, Convention & Trade Show Management (post-

diploma)—recently approved by the Board of Governors, this program is offered by the Faculty of Hospitality and Tourism and will begin in September, 2000. It is a one-year program that will prepare students through a combination of classes and industry internships. Career opportunities include show/event co-ordinator, assistant manager, sales representative, or positions in the catering, decorating, trucking or warehousing business. Successful graduates of the program will be eligible, after three years of industry employment, to write the certification exam to be designated as C.D.E. (Certified Director of Expositions). In

Canada, this industry involves over 170 companies representing show managers, exposition suppliers and facilities, and employs over 33,000 people, largely in the greater Toronto area. Applicants must have successfully completed a two-year college management program or have equivalent work experience in a supervisory position. For more information, call Stephen Burr, Chair of Management Programs, at ext. 2231.

Graphic Design Production—this two-year program will be offered by the Faculty of Business and Creative Arts. The program is designed to focus more effectively

College to establish scholarship in memory of Hospitality dean emeritus Brian Cooper



Brian Cooper, George Brown's Dean Emeritus of the Faculty of Hospitality and Tourism, will be honoured by George Brown with a scholarship fund. He died on March 4, 2000 at age 60.

George Brown will establish a scholarship fund to honour the memory of its hospitality dean emeritus Brian Cooper, who died in Toronto on March 4, 2000.

"Brian was committed heart and soul to Canada's hospitality industry and creating opportunities for young people in this exciting sector," says George Brown president Frank Sorochinsky. "It's only fitting that through this scholarship the College will continue the work he pursued throughout his life with such energy and passion."

Cooper, who retired from George Brown as Dean of the Faculty of Hospitality and Tourism in 1998 after 23 years with the College, was a key figure in Canada's restaurant and hotel industry for almost 40 years. His career spanned both restaurant and hotel management as well as education, and he was a leading industry promoter through associations and trade groups.

He served as president of the Canadian Restaurant and Food

Services Association, the Canadian Hospitality Foundation, and the Ontario Restaurant Association, and was honoured many times for his work in hospitality education.

Hundreds of friends, family and colleagues filled St. James Cathedral on March 7 for an emotional memorial service with tributes by his son Reggie, who is a hotel manager in Vermont, his sister Beverly, and close friends from the hospitality industry Chris Boland and Neil Vosburgh.

Boland, successful restaurateur in Toronto and George Brown graduate, said Cooper was a mentor who inspired him through his energy and commitment to success.

"He bent the rules, and opened the doors, and did whatever was necessary for things to happen...let us honour him by continuing to march forth," he said. (Brian's last words were, 'I have so much to do.'")

Cooper joined George Brown in 1975 as a teacher in the School of Hospitality, which was then located in a converted public school building in the Kensington Market area of Toronto.

He became chair of the School in 1978 and was instrumental in adding both programs and prestige to the department. In 1985 he started *Taste of Canada*, an international student cooking competition that is hosted by the College every four years. During his tenure, George Brown fielded student teams in many international cooking competitions that brought home several top honours, including the prestigious Culinary Olympics.

In 1987, after many years of planning, lobbying and successful industry fundraising, Cooper presided over the opening of a

new building — The Hospitality and Tourism Centre — at 300 Adelaide St. E. Toronto. Now known as the Faculty of Hospitality and Tourism, it remains the largest and most comprehensive hospitality training facility in Canada, with more than 1,000 full-time students and 4,000 continuing education students enrolling every year.

"For more than two decades, Brian was at the leading edge of hospitality training in this country," says Sorochinsky. "The synergy he created between education and industry lives on here at George Brown, and will be his lasting legacy."

Cooper's phenomenal energy and drive, that pushed the Faculty to the forefront of Canadian hospitality training, was apparent in his first weeks at the College, according to former Corporate Services vice-president Bob Struthers, who taught with Cooper in the mid-Seventies.

In a letter to Cooper at his retirement Struthers wrote: "Asking you to come to George Brown was the smartest decision the College ever made. I knew it from the very first month when you pitched in to help our students serve a large banquet in the old gymnasium at our former Kensington Campus. There you were, a newly minted professor, with sleeves rolled up, both hands plunged into pans of dirty dishes, singing something from Gilbert and Sullivan at full volume... you showed your students how to have fun while working hard... a remarkable skill you have elevated to an art form."

Hospitality was in Cooper's blood. He was born in Toronto, at a time when his father was manager of the Royal York Hotel.

The family then moved to Burlington, Ontario where his parents ran a restaurant. He grew up working part-time in the restaurant, eventually managing it himself. He graduated from Cornell University in 1962.

Donations to the Brian Cooper scholarship fund are being accepted by the George Brown College Foundation, Room 536E, 200 King Street East, Toronto, Ontario, M5A 3W8. For information about the scholarship call Margo Sheppard at ext. 2405.

Thanks from Roz

Rosalind Talbert of the Faculty of Technology says a really big thank you to all her friends and colleagues at George Brown who pitched in to help after a fire destroyed her apartment and belongings and forced her to move out for six weeks. She is grateful for all the support she received.

news in brief

Jewellery Arts student finalist in North American metal work competition

Monica Chow is packing her bags for the United States, where she is a finalist in the Niche Awards—a North America-wide metal work contest. The Jewellery Arts student will find out in Philadelphia if she has won the top honours.

Two new members join College's Board of Governors

The Provincial Council of Regents has approved two new appointments to the Board—Suelen Glenat and Bob Crawford. Suelen Glenat has worked in the high-tech and hospitality industries and was previously an active member of the St. Clair College Board of Governors. Bob Crawford is the founder of Spirit of the People, an organization that supports Aboriginal offenders, as well as the founder and President of First Nations Protective Services.

New Student Representative elected to Board of Governors

George Brown students elected Ling Chang as their new representative on the Board. Elections at the College took place February 23-25. Chang is studying both Building Renovation and Construction Engineering at Casa Loma Campus. His term of office runs from March 1, 2000 until August 31, 2001.

Our own Danielle Steele: Colin Simpson tops the (textbook) bestseller list

Although you may not see his books in every drugstore rack, George Brown's Colin Simpson is a best selling author. The director of George Brown's Centre for Continuous Learning has written five technology text books, and was recently told he had hit the milestone of 100,000 books in print. His books are used in colleges and universities across North America.



Who needs Florida?

We have Casa Loma! Unseasonably warm weather in early March drew Casa Loma students onto the patio of 160 Kendal Ave. to catch some rays. From left are Joe Jakupaj, Fereshta Ghaffori, Pam Singh, Anett Morgenstern, and Cory Battler.

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Vice-President of Academic Excellence and Innovation. Reporting to Cooke are Centre for Continuous Learning Dean Colin Simpson; Director of Student Affairs Susan Stylianos; Director of Educational Resources John Hardy; Director of Academic Development and Research (currently vacant); and Chair of Language Training, Marsha Skolnik.

Also, four of the College's deans—Dean of Technology Joy McKinnon, Dean of Community Services and Health Sciences (currently vacant), Dean of Hospitality and Tourism Ron Thompson, and Dean of Business and Creative Arts Paul Carder—are now members of Management Committee and report directly to President Frank Sorochinsky. In the past, deans were represented

on management committee by the academic Vice-President.

"This change is designed to flatten our management structure and put academic issues at the forefront of the management committee agenda," according to Sorochinsky's memo. It goes on to say that, "These changes are intended to pave the way for a more decentralized management of the College, with greater autonomy and accountability at all levels. In my view, they set the stage for greater participation and more ownership by all in the task of building our future."

Other changes include: Director of International Programs Nancy Sherman now reports to Vice-President, Corporate Services Eugene Harrigan; and Darrin Caron, Director of Training Services, now reports to Joy McKinnon.

college calendar

MARCH

15—Deadline for registration for Talent Trek: All full-time students are eligible to register for this March 21 event.

Students can register as individuals or groups. Prizes: 1st place—\$300; 2nd place—\$200; 3rd place—\$100. For more information, call any Student Association or Athletics and Recreation office.

18—Free mini-conference, "Creative Methods of Teaching and Learning" for part-time faculty:

Humber College is presenting five workshops on Sat. March 18, 9 a.m.—12:30 p.m. For information/to register, call Linda Purser at ext. 4661.

20—Students With a Disability Forum: Forum will discuss accommodation and accessibility needs. To be held at Casa Loma Campus, Student Lounge, from 5–7 p.m. All staff are invited to attend. Sponsored by the Student Association and the Student Affairs Department. For information, call Paul Paleothodoros at ext. 4730.

20-24—Labour Fair 2000: All staff and students are welcome to the 8th Annual Fair. Feature events: a play; photo exhibit; singers; comics; video screenings; game shows; and an extensive list of lectures (on health, human/workers' rights, unions, childcare, racism, globalization). Guest lecturers include authors Mr. Stanley Grizzle and Naomi Klein. For information, call Maureen Hyne at ext. 2549.

20-24—Graphic Design Students' Second Year Show: Outstanding pieces in design, typography and drawing will be displayed in the 2nd Floor showcases at St James Campus. For information, call David Steele at ext. 2136.

22—Deadline to register for "Great Staff Support" Seminar: This 1st Annual event will be a three-day retreat at the Elm Hurst Inn on June 11–13. George Brown staff will join staff from Ontario central region colleges. For information/to register, call Linda Purser at ext. 4661.

27—"My Dick and other manly tales" comedy cabaret: To be held at 2pm in the St. James Campus student lounge. For information, call John Price at ext. 2543.

30—Fiesta Fantastica fundraising event for College's Ontario Student Opportunity Trust Fund (OSOTF): All staff are invited to help raise funds for students in financial need. To be held at Plaza Flamingo Restaurant, 6:30 p.m.—12 midnight. Including Spanish tapas buffet, Flamenco floor show, door prizes, Latin dance instruction and much more. For information/tickets, call Wendy Ramroop at ext. 2063.

31—Deadline for OSOTF full-time bursary contributions: The last day for staff to contribute to Ontario Student Opportunity Trust Fund bursaries (including the Sally Quan Memorial Bursaries for nursing students) and have the amount matched by the Ontario government. For more information, call Margo Sheppard at ext. 2405.

31—Deadline for Awards of Excellence nominations: Nomination forms are available at any campus Registration Centre, Learning Resource Centre, Dean's/Director's Office, President's Office (St. James), or Human Resources Department (Casa Loma) For more information, call Roberta Oullahan at ext. 4473.

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on the technical aspects of graphic communication to prepare students for the greater demands of today's industry. This new program has combined five existing programs (Electronic Pre-press, Screen Printing, Electronic Desktop Composition and Print Media Technician) into one unified program, which will be enhanced by a range of other courses.

The Faculty of Business and Creative Arts (BCA) has also done some restructuring to its three-year Graphic Design program. The program streams have been modified, new mandatory and optional courses have been added, and the computer courses have been re-aligned.

As well, BCA's School of Graphic Communications recently decided to offer course-based curriculum and registration, starting this September. This university-style structure will be, "Less restrictive in terms of our ability to maximize the value of the changes to the (three-year) Graphic Design program," according to Michael Maynard, Chair of the School. The greater flexibility will allow students to select from a wider range of "majors" and choose from many more electives in building their individual curriculum. "They will now be taking a far greater responsibility for their education," adds Maynard. For more information, call Michael Maynard at ext. 2165.

Employee Recognition Program

Message to all staff: One of the initiatives of the college's action plan is to create a new employee recognition program that will include rewards for individual and team performance. We are inviting you to forward me any suggestions you may have for new recognition programs, by calling ext. 4473. You can also reach me by e-mail at roullaha@gbrown.ca. If you are interested in participating in a focus group, please let me know.

I hope you will take this opportunity to voice your opinion. We value your participation and look forward to hearing from you!

— Roberta Oullahan, Administrative Assistant to Sally Roy, Human Resources Department

THE CITY COLLEGE

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